

Google: BEHIND THE NUMBERS

IN 2010, GOOGLE HAD

\$29.3

BILLION IN REVENUE

THIS IS MORE THAN THE GDP OF THE 28 POOREST COUNTRIES

COMBINED



Despite all of GOOGLE'S products and services,

97%

of that revenue is still from advertising.

Everything else. **3%**

\$2,500,000,000

of GOOGLE'S revenue comes from mobile ads,

which is expected

to double

by the end of 2011.



A large amount of this revenue is from AdWords purchases that are from less than legitimate sources targeting very shady products and services.

MOST EXPENSIVE KEY WORD CATEGORIES:



In September, GOOGLE was fined **\$500 million** for knowingly allowing Canadian pharmacies to advertise prescription drugs to U.S. residents.



\$8.505 billion

GOOGLE profits for 2010

What makes GOOGLE'S massive revenue possible is that they RECEIVE OVER

1 BILLION UNIQUE VISITORS

PER MONTH.



Who spend a total of

200 BILLION MINUTES

PER MONTH ON ITS SITES.

200 minutes per visitor a month



380,265,176

COLLECTIVE YEARS OF TIME SPENT PER MONTH.

To make all this possible, GOOGLE consumes

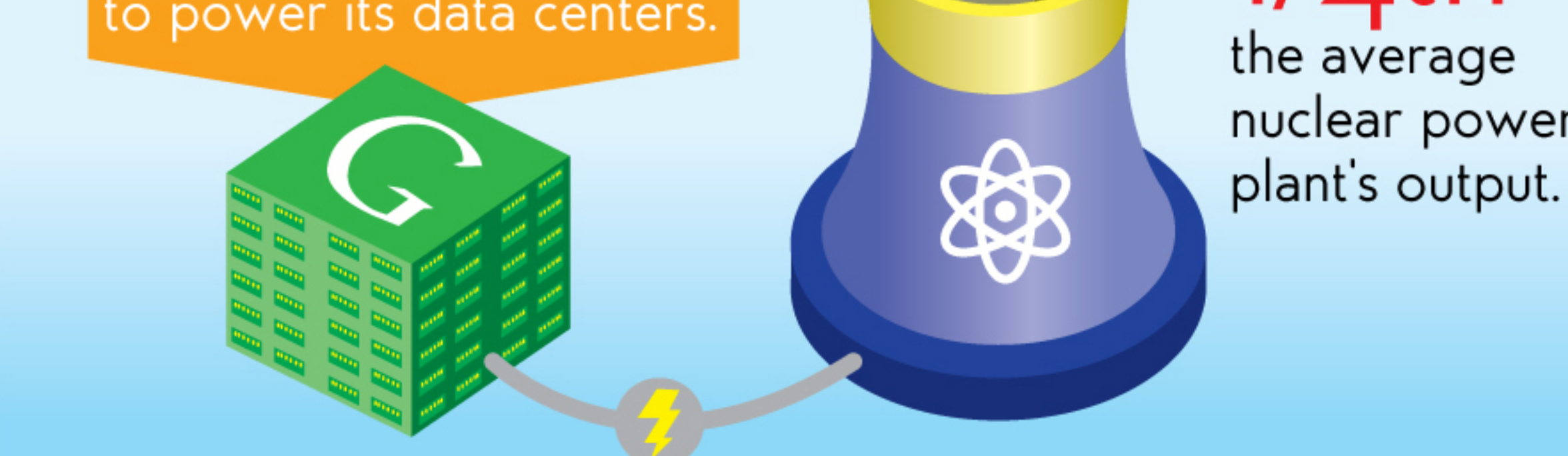
260 million watts

of continuous electricity to power its data centers.

Which amounts to

1/4th

the average nuclear power plant's output.

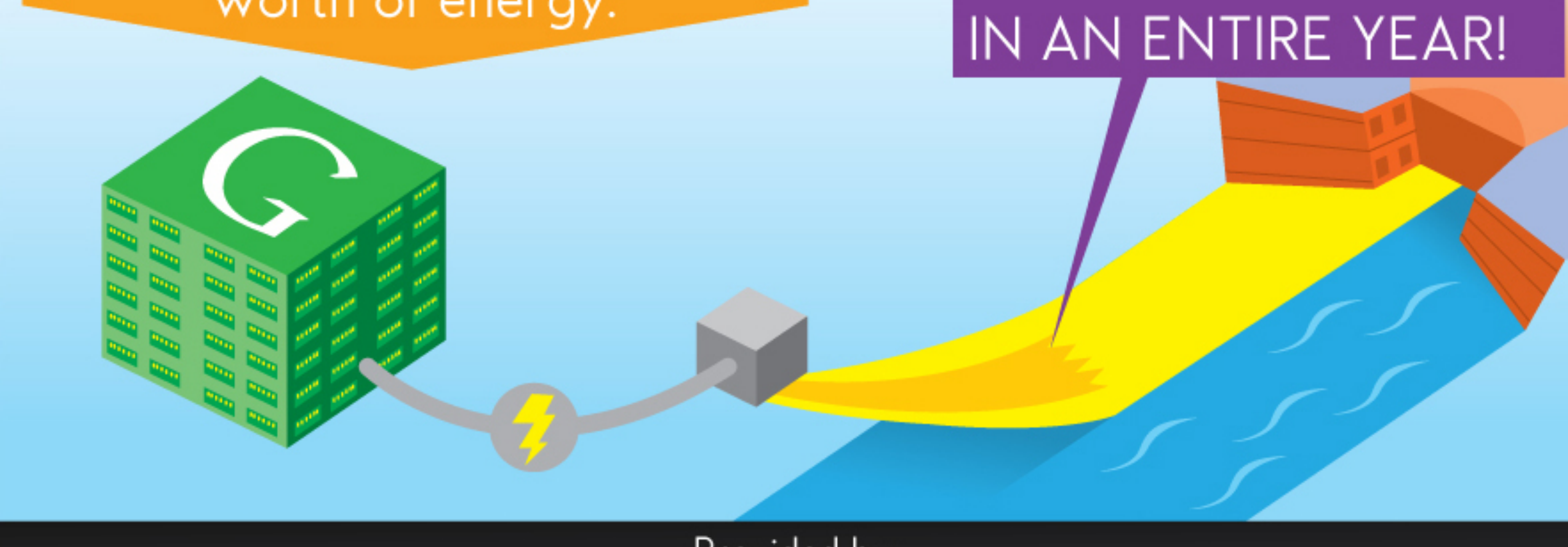


In 2010, Google consumed over

2 billion Kilowatt-hours

worth of energy.

THAT'S 50% OF WHAT THE HOOVER DAM GENERATES IN AN ENTIRE YEAR!



» Provided by:

BUSINESSMBA.org

SOURCES:

<http://theweek.com/article/index/216628/googles-record-breaking-traffic-by-the-numbers>
http://investor.google.com/earnings/2011/Q3_google_earnings.html
<http://www.zdnet.com/blog/hardware/how-much-money-does-google-make-from-mobile/15539>
<http://investor.google.com/financial/tables.html>
<http://googleblog.blogspot.com/2011/09/how-our-cloud-does-more-with-less.html>
<http://blogs.wsj.com/digits/2011/06/21/google-notches-one-billion-unique-visitors-per-month/?mod=e2tw>
<http://www.imf.org/external/pubs/ft/weo/2011/02/weodata/index.aspx>
<http://www.wired.com/epicenter/2011/08/google-drug-fine/>
<http://www.wordstream.com/articles/most-expensive-keywords>

Abhi Sharma